

REMARKS

The Official Action dated March 30, 2007, and Notice of Non-Compliant Amendment dated January 16, 2009 have been carefully reviewed and the foregoing amendment has been made in response thereto. The Official Action rejected claims 3 through 24 under 35 U.S.C. §101 as being directed to non-statutory subject matter. The Notice of Non-Compliant Amendment identified an error in the dependency of claim 4.

The foregoing amendment corrects the dependency of claim 4. As amended, claim 4 now depends from claim 3.

The rejection of claims 3 through 24 under 35 U.S.C. §101 is respectfully traversed. The Official Action states that claims 3, 9, 13, 17 and 21 have no tangible, useful, and concrete results. Applicant respectfully disagrees. Claims 3 through 12 of the present application are each directed to a database system for storing and managing information for an E-Business retailer. Each one of claims 3 through 8 recites a database system for storing and managing information for an E-Business retailer, said information including information obtained from and about customers and potential customers of said E-Business retailer, said information being organized within said database system in accordance with a logical data model, said logical data model including:

a subject area including a plurality of entities and relationships defining the manner in which privacy policy and privacy consent information governing the collection and use of information from and about customers and potential customers by said E-Business retailer is stored and organized within a database; wherein said subject area includes:

an entity including attributes relating to privacy consent default values for customers and potential customers of said E-Business retailer;

an entity including attributes relating to high-level privacy consent values selected by said customers and potential customers of said E-Business retailer;

an entity including attributes relating to privacy consent values selected by said customers and potential customers for a plurality of privacy categories defined by the Platform for Privacy Preference (P3P); and

an entity including attributes relating to privacy consent values selected by said customers and potential customers for different addresses of said customers and potential customers.

Each one of claims 9 through 12 recites a database system for storing and managing information for an E-Business retailer, said information including information obtained from and about customers and potential customers of said E-Business retailer, database system comprising:

a logical data model including a plurality of entities and relationships defining the manner in which privacy policy and privacy consent information governing the collection and use of information from and about customers and potential customers by said E-Business retailer is stored and organized within a database;

a database table within said database containing privacy consent default values for customers and potential customers of said E-Business retailer;

a database table within said database containing high-level privacy consent values selected by said customers and potential customers of said E-Business retailer;

a database table within said database containing privacy consent values selected by said customers and potential customers for a plurality of privacy categories defined by the Platform for Privacy Preference (P3P); and

a database table within said database containing privacy consent values selected by said customers and potential customers for different addresses of said customers and potential customers.

Claims 13 through 20 are each directed to a customer relationship management system for storing and managing information for an E-Business retailer, said customer relationship management system comprising:

a database for storing and organizing information obtained from and about customers and potential customers of said E-Business retailer;

a logical data model defining the manner in which said information is stored and related within said database; and

a subject area within said logical data model including a plurality of entities and relationships defining the manner in which privacy policy and privacy consent information governing the collection and use of information from and about customers and potential customers by said E-Business retailer is stored and organized within a database; wherein said subject area includes:

an entity including attributes relating to privacy consent default values for customers and potential customers of said E-Business retailer;

an entity including attributes relating to high-level privacy consent values selected by said customers and potential customers of said E-Business retailer;

an entity including attributes relating to privacy consent values selected by said customers and potential customers for a plurality of privacy categories defined by the Platform for Privacy Preference (P3P); and

an entity including attributes relating to privacy consent values selected by said customers and potential customers for different addresses of said customers and potential customers.

Claims 21 through 24 are each directed to method for managing information for an E-Business retailer, said method comprising the steps of:

- establishing a database for storing and organizing information obtained from and about customers and potential customers of said E-Business retailer; and
- establishing a logical data model defining the manner in which said information obtained from and about said customers and potential customers is stored and related within said database; and
- establishing within said logical data model a plurality of entities and relationships defining the manner in which privacy policy and privacy consent information governing the collection and use of information from and about said customers and potential customers by said E-Business retailer is stored and organized within a database; wherein said plurality of entities includes:
 - an entity including attributes relating to privacy consent default values for customers and potential customers of said E-Business retailer;
 - an entity including attributes relating to high-level privacy consent values selected by said customers and potential customers of said E-Business retailer;
 - an entity including attributes relating to privacy consent values selected by said customers and potential customers for a plurality of privacy categories defined by the Platform for Privacy Preference (P3P); and
 - an entity including attributes relating to privacy consent values selected by said customers and potential customers for different addresses of said customers and potential customers.

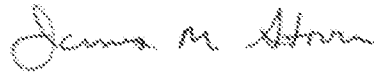
The utility of data warehouse systems is believed to be well established. Applicant asserts that the choice of information and the organization of that information within a database have a direct impact on the usefulness of the database, the size of the database, and the efficiency in which data can be

extracted from the database, e.g., the ability to execute queries and the execution time of those queries.

Applicant believes that claims 3 through 12, which each directed to a database system for storing and managing information for an E-Business retailer, each define an invention which provides useful, concrete and tangible results for an E-Business retailer. Similarly, Applicant believes that claims 13 through 20, which are each directed to a customer relationship management system for storing and managing information for an E-Business retailer, and claims 21 through 24, which are directed to a method for managing information for an E-Business retailer, each define an invention which provides useful, concrete and tangible results for a retail enterprise. Accordingly, it is believed that claims 3 through 24 each recite an invention directed to patentable subject matter within the meaning of 35 U.S.C. §101.

In view of the foregoing amendment and remarks, it is believed that the application is in condition for allowance. Early and favorable action is respectfully requested.

Respectfully submitted,



James M. Stover
Reg. No. 32,759

Intellectual Property Section
Law Department
Teradata Corporation
2835 Miami Village Drive
Miamisburg, Ohio 45342

Tel. No. (937) 242-4727
Fax No. (937) 439-0693